



## DEPARTMENT OF BUSINESS

### COURSE OUTLINE – WINTER 2014

#### HP2290 COMPUTER APPLICATIONS FOR HOSPITALITY AND TOURISM – 3 (0-0-3)

**INSTRUCTOR:** Doris Hoveland                      **PHONE:** 780.539.2205  
**OFFICE:** C406    **E-MAIL:** dhoveland@gprc.ab.ca

**OFFICE HOURS:** Tuesday & Thursday 11:30 AM - 1:00 PM or by appointment

**PREREQUISITE(S)/COREQUISITE:** BA1150 or consent of instructor.

**REQUIRED TEXT/RESOURCE MATERIALS:** Arford, J. (2011). *Advanced Microsoft Word 2010: Desktop Publishing*. St. Paul, MN: Paradigm Publishing Inc.

**CALENDAR DESCRIPTION:** This is a practical introduction to computer applications and software required in the hospitality and tourism management sector. Students will develop basic working knowledge of systems for hotel and accommodations management, food and beverage operations, front and back office management, and travel. The course will cover types of computer hardware, applications and operations software, and the evaluation and selection of computer systems. Presentation and database management concepts will also be reviewed.

**CREDIT/CONTACT HOURS:** This is a 3 credit course with 3 hours of instructional time per week.

**DELIVERY MODE(S):** Lecture/Lab

#### **OBJECTIVES:**

The student will:

1. understand the desktop publishing process
2. apply desktop publishing design concepts
3. prepare internal business documents
4. create promotional documents
5. create brochures, booklets, specialty documents
6. produce an effective news release
7. design and create flyers, brochures, and newsletters using Microsoft Publisher
8. plan, design, and create presentations integrating different Microsoft Office software (time permitting)
9. examine and evaluate the use of social media in the hospitality and tourism industry

**TRANSFERABILITY:**

\*\* Grade of D or D+ may not be acceptable for transfer to other post-secondary institutions. Students are cautioned that it is their responsibility to contact the receiving institutions to ensure transferability

**GRADING CRITERIA:**

GRANDE PRAIRIE REGIONAL COLLEGE			
GRADING CONVERSION CHART			
Alpha Grade	4-point Equivalent	Percentage Guidelines	Designation
A <sup>+</sup>	4.0	90 – 100	EXCELLENT
A	4.0	85 – 89	
A <sup>-</sup>	3.7	80 – 84	FIRST CLASS STANDING
B <sup>+</sup>	3.3	77 – 79	
B	3.0	73 – 76	GOOD
B <sup>-</sup>	2.7	70 – 72	
C <sup>+</sup>	2.3	67 – 69	SATISFACTORY
C	2.0	63 – 66	
C <sup>-</sup>	1.7	60 – 62	
D <sup>+</sup>	1.3	55 – 59	MINIMAL PASS
D	1.0	50 – 54	
F	0.0	0 – 49	FAIL
WF	0.0	0	FAIL, withdrawal after the deadline

**EVALUATIONS:**

Assignments	30%
Unit Tests	30%
Integrative Project	30%
Participation	<u>10%</u>
Total	<u>100%</u>

**STUDENT RESPONSIBILITIES:**

- Your attendance and participation are important to the success of this course. As well, you are responsible for obtaining notes or handouts you may have missed due to an absence.
- You will be expected to complete various readings and writing assignments outside of class time.
- Assignments must be submitted by the due date. Late submissions will be assessed a penalty of 10% per day. Once marked and assignments have been returned, no late assignments will be accepted.

## STATEMENT ON PLAGIARISM AND CHEATING:

Refer to the Student Conduct section of the College Admission Guide at <http://www.gprc.ab.ca/programs/calendar/> or the College Policy on Student Misconduct: Plagiarism and Cheating at [www.gprc.ab.ca/about/administration/policies/\\*\\*](http://www.gprc.ab.ca/about/administration/policies/**)

\*\*Note: all Academic and Administrative policies are available on the same page.

## COURSE SCHEDULE/TENTATIVE TIMELINE:

Week	Topic	Required Reading
January 7	Understanding the Desktop Publishing Process	Chapter 1
January 14	Preparing Internal Workplace Documents	Chapter 2
January 21	Creating Letterheads, Envelopes, Business Cards, and Press Releases	Chapter 3
January 28	Creating Personal Documents	Chapter 4
February 4	Creating Promotional Documents	Chapter 5
February 11	Creating Brochures and Booklets	Chapter 6
February 17 – 21	Reading Week	
February 25	Creating Specialty Promotional Documents	Chapter 7
March 4	Creating Basic Elements of a Newsletter Using Design Elements to Enhance Newsletters	Chapter 8 Chapter 9
March 11	Introducing Microsoft Publisher 2010	Chapter 11
March 18	Creating Presentations Using PowerPoint	Chapter 12
March 25	Social Media in Hospitality and Tourism	
April 1	Integrative Project	
April 8	Integrative Project	

**(Dates may vary at the discretion of the instructor)**